

Ideation Phase

Empathize & Discover

Date	01 NOV 2025
Team ID	NM2025TMID00410
Project Name	ServiceNow Laptop Request Catalog Item
Maximum Marks	4 Marks

Empathy Map Canvas:

User Profile :

Primary user: Employee who needs a laptop for work

Secondary user: IT administrator who handles requests

Objective:

Understand how users experience the current laptop request process and use insights to design an improved Service Catalog item in ServiceNow.

SAYS

- “I need a laptop quickly to start my assignment.”
- “The request form is confusing; I’m unsure which accessories I need.”
- “The IT team asked me for more details after my submission.”
- “Can I track the status of my laptop request?”

THINKS

- “Will my request get approved quickly?”
- “Did I fill all the required fields correctly?”
- “I hope they have the laptop model I need.”
- “It would be easier if the form showed only relevant options.”

DOES

- Fills out the laptop request form on ServiceNow
- Searches for information about laptop models and options
- Emails IT for clarification if stuck
- Follows up to check on approval/status
- Sometimes submits incomplete or wrong information due to confusing forms

FEELS

- Frustrated if requests get delayed or returned due to missing information
- Unsure if they chose the correct options
- Grateful when requests are processed smoothly
- Stressed if their new assignment is delayed by laptop procurement issues

INSIGHTS FOR DESIGN

- Clear, guided forms showing only relevant fields and options
- Real-time validation to catch missing/incorrect data
- Simple tracking and feedback on submission status
- Friendly help prompts for accessories and justification sections

Example:

